

EVANSTON

Communicating on Climate, Energy & Sustainability



Catherine Hurley
Sustainability Manager

Community Profile

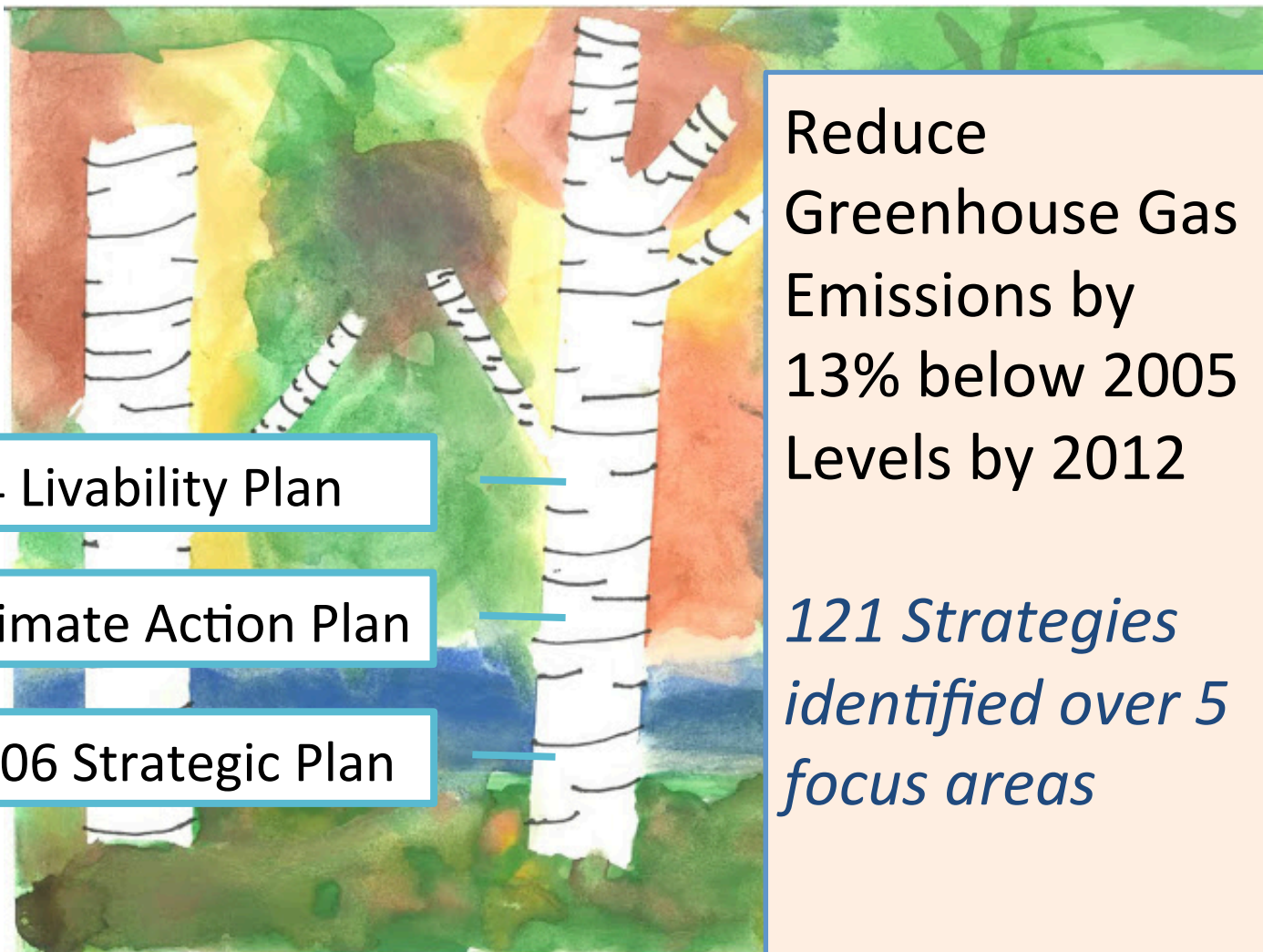
Population:
74,486

Size:
7.8 Square Miles

Households:
29,651

June 18, 2015

EVANSTON'S LIVABILITY JOURNEY



2014 Livability Plan

2008 Climate Action Plan

2006 Strategic Plan

Reduce
Greenhouse Gas
Emissions by
13% below 2005
Levels by 2012



*121 Strategies
identified over 5
focus areas*



Evanston Livability Plan

Healthy citizens and a healthier
environment for all of Evanston

Five-Part Strategy:

-  Residential Green Power
-  Business Green Power
-  Building Retrofits
-  Transportation Change
-  City and Other Major Institutions

Reduce
our carbon
footprint by
20%
by 2016

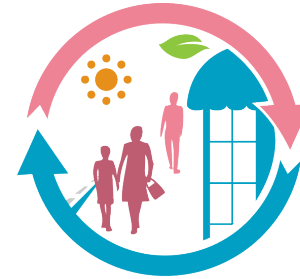
OUTREACH CAMPAIGN FOCUSES ON SIMPLE & RELATABLE ACTIONS



enjoyability



commuteability



walkability



saveability



renewability



bikeability



ANNUAL REPORT 2014



Evanston lakefront, August 2014

Evanston Sustainability Highlights 2014

The City of Evanston is a national sustainability leader and has been recognized for taking an integrated approach addressing the environmental, economic, and social needs of the community. The Evanston Office of Sustainability supports Evanston's vision of becoming the "Most Livable City" by facilitating and managing sustainability projects across City departments, in conjunction with programs created by community organizations and residents. The 2014-2015 Sustainability Update highlights key sustainability initiatives and accomplishments.



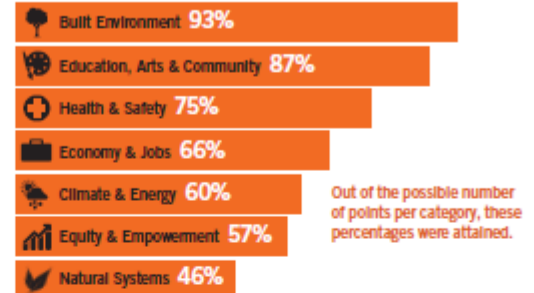
Published May 2015

Year in review

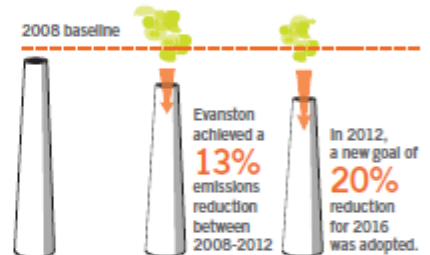


Evanston received a 4-STAR rating as a sustainable community, one of the first two U.S. cities to achieve a 4-STAR rating

Achievements by Goal Area



I ♥ EVANSTON TREES
 Art Contest, October 2014
 81 artists participated, from age 4-80 years,
\$3,500 in sales



15
available
electric car
charging stations

13 free
thanks to City of
Evanston, Autobarn,
and Walgreens



State renewable
portfolio standard
8%
renewable energy

Evanston **100%**
renewable energy for residents, small
businesses and City
facilities through
Community Choice
Electricity Aggregation



\$340,000
state grant will provide
80 Divvy bikes at
8 Divvy bike stations

100% green
energy for residents,
small businesses, and
City facilities, which
is equivalent to taking
19,000 vehicles off
the road annually.

LESSONS LEARNED – LIVABILITY PLAN

- **Put People First – Livability focus places people at the center of the conversation**
- **Make Behavior Change Easy – Livability Plan focuses on short list of green actions that all can support**
- **Use images, stories to make climate change real – Show people and common images, not pie charts**

EVANSTON'S LIVABILITY JOURNEY

2014 STAR Certification

2014 Livability Plan

2008 Climate Action Plan

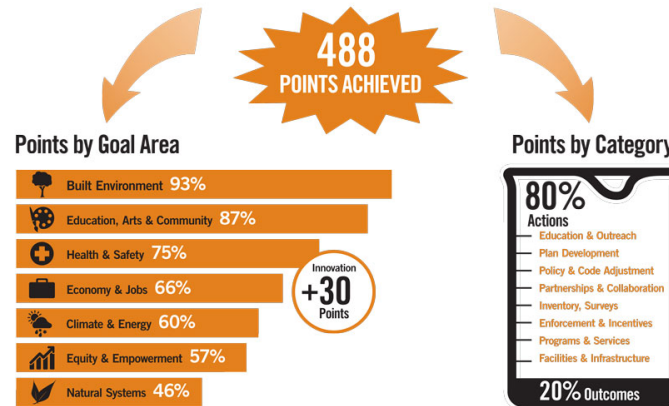
2006 Strategic Plan

Measure &
improve around
holistic themes:
*Healthy
Environment,
Strong Economy,
Thriving
Community*

OUR 4-STAR ACHIEVEMENT



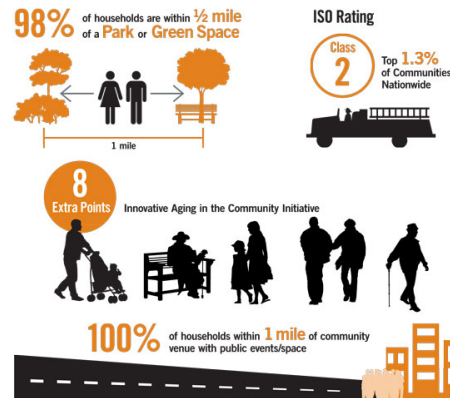
Evanston is the second city in the nation to be awarded a 4-STAR Community Rating for national excellence in sustainability. The STAR Communities framework evaluates local governments on economic, environmental and social factors to measure sustainability.



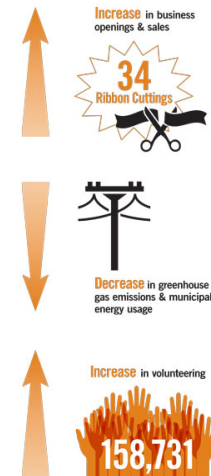
LOOKING FORWARD Areas of Improvement



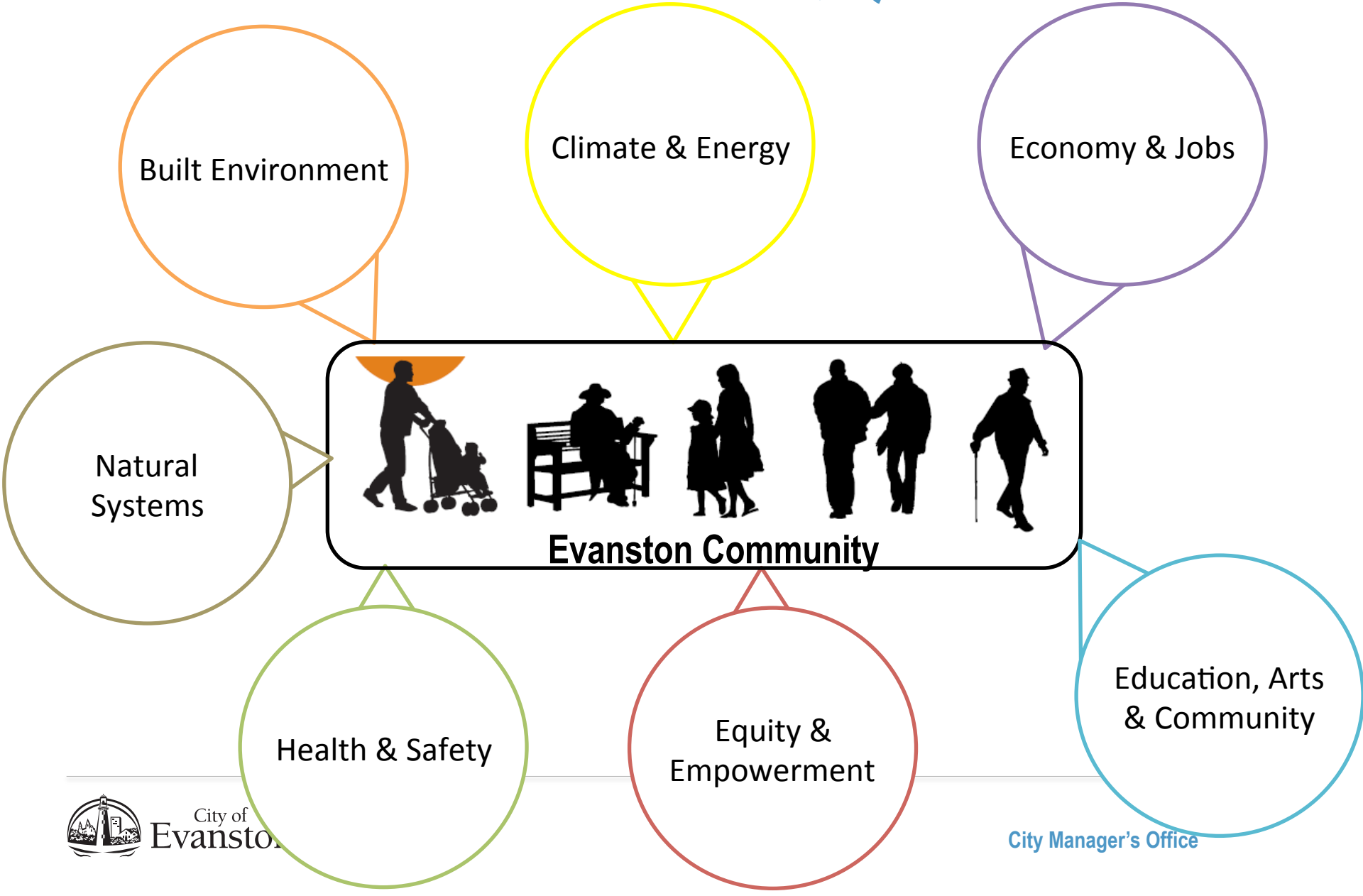
EXCEEDING EXPECTATIONS



BIG OUTCOMES



SUSTAINABLE COMMUNITY & QUALITY OF LIFE



City of
Evanston

City Manager's Office

EVANSTON LIVABILITY ACADEMY



LIVABILITY ACADEMY AGENDA

- Welcome
- Small Group Introductions
- Team Building Activity – Marshmallow Challenge
- *Evanston, Creating the Most Livable City* – Video
- Break
- Presentations: How we are creating the most livable city
 - Q & A on Presentations
- Small group discussions
 - What else can we do to make the Most Livable City?
- Groups report out
- Wrap-up and next steps



LIVABILITY ACADEMY BY THE NUMBERS

75 staff
per session

13 total
session

3.5
hours each

6.5
minute
video

31
presenters

6
TED Talks

We support vibrant neighborhoods and connected communities.



We support local businesses and invest
in local workforce to create prosperity
for all.



We support people through all
their stages of life.



We support communities to be healthy, resilient and safe for all.



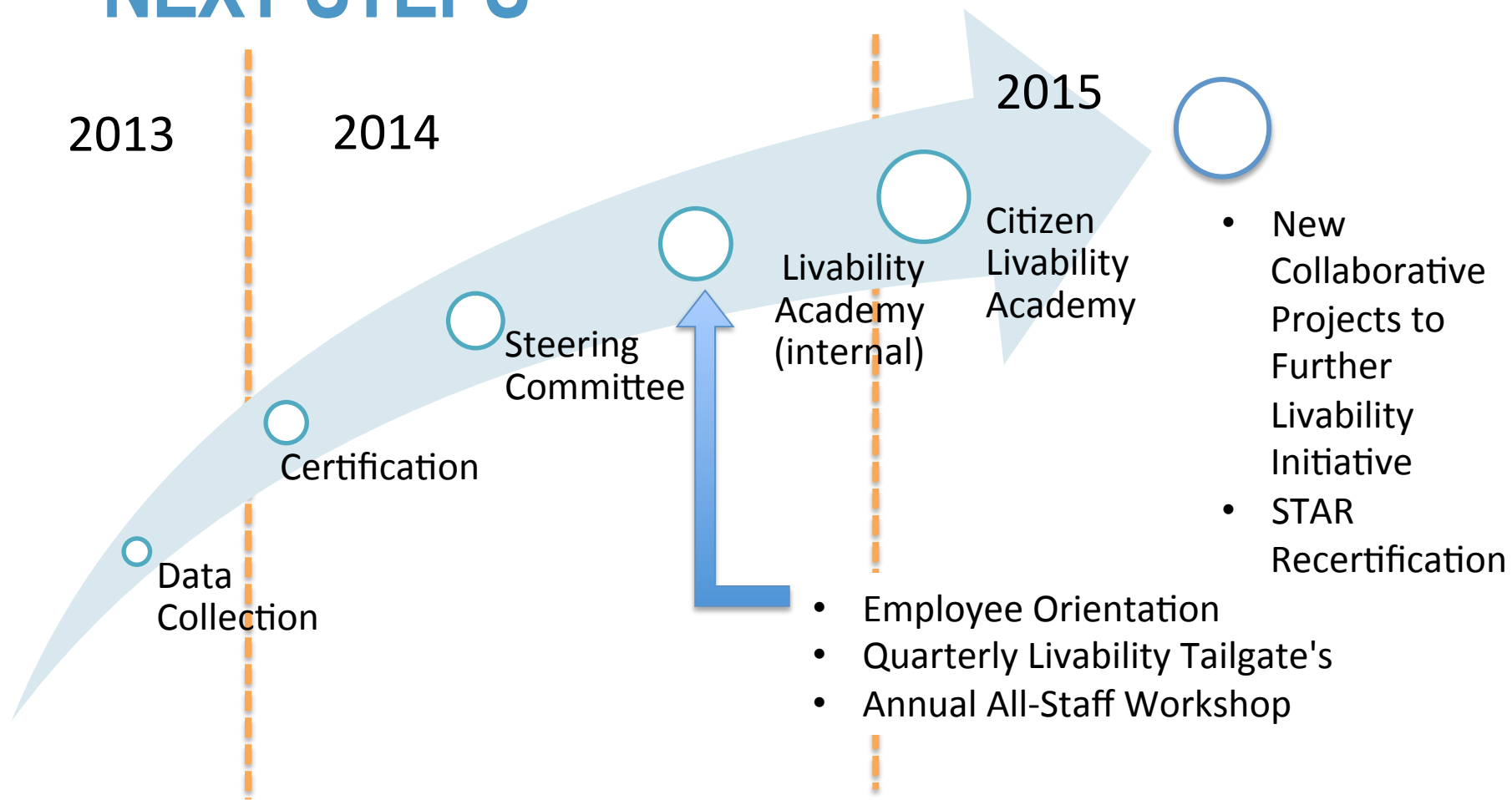
We connect people to quality housing,
transportation & recreation.



We increase efficiency, reduce impact
and protect the resources of life.



EVANSTON LIVABILITY INITIATIVE NEXT STEPS



LESSONS LEARNED – LIVABILITY ACADEMY

- **Lead with solutions to boost engagement – Highlight successful efforts already under way**
- **Help audience be part of the solution – Employees enlisted for suggestions**
- **Use Images that Inspire and Empower – Employees and community members showcased in Livability academy presentation, video**

EVANSTON'S LIVABILITY JOURNEY

We Love Evanston

Livability Academy

2014 STAR Certification

2014 Livability Plan

2008 Climate Action Plan

2006 Strategic Plan

WWF EARTH HOUR CITY CHALLENGE



Earth Hour
Capitals
*Jury
Selection*



We Love
Cities
*People's
Selection*



- Vote and share ideas on-line
- Tweet #WeLoveEvanston
- Share pictures on Instagram with #WeLoveEvanston



WWF EARTH HOUR CITY CHALLENGE

59 U.S. Cities Participated in Challenge



EVANSTON NAMED 2015 U.S. EARTH HOUR CAPITAL

Recognized for:

- 100% green energy for residents & small businesses
- 25 kW solar photovoltaic system built on Water Treatment Plant
- Meeting Climate Action Plan goal of 13% reduction in community greenhouse gas emissions
- 35 LEED Certified Buildings in Evanston
- Green Building Ordinance Requirement



MARCH 7



WE LOVE EVANSTON DAY

2015

Learn More:

cityofevanston.org/weloveevanstonday

- Organized a “local pride and action day” to engage community members in the Earth Hour Challenge.
- Day included special events, photo opportunities for the entire family, free fitness classes, and discounted items from a variety of Evanston businesses.



hewnbread

1h



13 likes

hewnbread #WeLoveEvanston Day! #evanston #shoplocal #artisanbread #cityofevanston #CHGOFoodScene downtownevanston #shopevanston #eatlocal



hewnbread

2d



18 likes

hewnbread #WeLoveEvanston



stumbleandrelish

2d



13 likes

stumbleandrelish It's a sunny, lovely day to be out & about! Stop in & say hello. #WeLoveEvanston



downtownevanston

3d



jane_grover

2d



notice_this

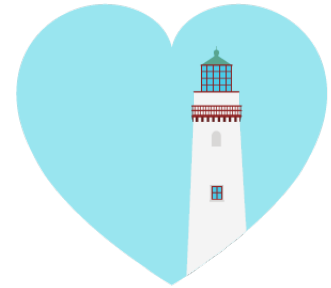
6d





RESULTS– EARTH HOUR

- 14,365 total engagements
- 280 improvement ideas
- Widespread community participation



**WE LOVE
EVANSTON**

**U.S. Earth Hour
Capital 2015**

LESSONS LEARNED – EARTH HOUR

- **Channel the power of Groups– Engaging the local business community & ‘We Love Evanston’ action day**
- **Align solutions with audience values, priorities – Pitch in to show your pride for your community; get people’s ideas for solutions**
- **Make climate-friendly choices the default option**
- **Help audience be part of the solution**



"Life is a journey,
not a
destination."

~Ralph Waldo
Emerson

EVANSTON

For More Information:

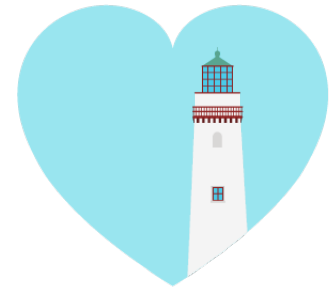
Website: CityofEvanston.org/Sustainability

Blog: EvanstonGreenBuzz.org

Newsletter: [Monthly](#)

Twitter: [@GreenEvanston](https://twitter.com/GreenEvanston)

E-mail: churley@cityofevanston.org



**WE LOVE
EVANSTON**

Catherine Hurley
Sustainability Manager

June 18, 2015



City of
Evanston™

City Manager's Office

RESOURCES

Stay Informed and Get Involved

Annual Report:

[http://www.cityofevanston.org/assets/
Sustainability_Annual%20Report_Final.pdf](http://www.cityofevanston.org/assets/Sustainability_Annual%20Report_Final.pdf)

We Love Evanston Day Video:

<https://youtu.be/rsLk-vQZRfA>

Livability Academy Video:

http://youtu.be/KVfcf_uG1NU